

MAPOR NEWS

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MAPOR Winter Mixer

In or around Ann Arbor? Join us Monday, March 25th at Ann Arbor's Jolly Pumpkin Brewery for our networking winter mixer. We'll put out apps and all MAPOR members get a free drink ticket! RSVP today! Not a member? Join here: <http://www.mapor.org/join/> (Non-members welcome - come find out more about MAPOR!)

Spring Webinar

Join us April 17th @ noon for our Spring Webinar with Trent Buskirk and Antje Kirchner!

Register Here: <http://www.mapor.org/webinars/webinar-registration/>

MAPOR @ AAPOR

Don't forget to stop by the MAPOR table at AAPOR!



A Message from the President:

*By: Ipek Bilgen, MAPOR President,
NORC at the University of Chicago*

Hello MAPORites! I am excited to provide a few highlights from 2018, announce several upcoming MAPOR events, and report on what we have accomplished so far in 2019 along with our imminent plans.

Highlights from 2018: The 43rd Annual MAPOR Conference took place at the Embassy Suites Downtown Chicago the weekend before Thanksgiving in November 2018. We had a record number of attendance. MAPOR brought 240 attendees representing more than 46 institutions and 84 students (35% of our attendees). Special thanks to the Conference Organizing Committee for a fantastic job! The 2018 Committee included Conference Chair Ned English, Associate Chair Dana Garbarski, Patrick Hsieh, Colleen McClain, and Sara Walsh. We have also hosted two well-attended webinars in 2018. Last Spring, Masahiko Aida (Principal survey scientist at Civis Analytics) presented a webinar on several approaches to validate survey-design-decisions. In October, Michael

President's Highlights:

- As of March 2019, MAPOR has 351 members, 99 (28.2%) of these are student members.
- As of March 2019, MAPOR has \$19,000 in checking and \$45,091 in savings accounts (Total Reserves = \$64,091).
- Signed an additional three-year contract with the Embassy Suites Downtown Chicago for the upcoming 2020 – 2022 Annual MAPOR Conferences.
- In the process of upgrading our inventory with the new MAPOR logo.
- Upcoming events: Winter Mixer, Spring Webinar.
- MAPOR @ AAPOR:
 - AAPOR's official New Member/All Chapter Welcome Mixer and Chef Tasting Party
 - Unofficial All Chapter Event organized by MAPOR, PAPOR, and SAPOR and sponsored by all AAPOR Chapters.
- Information about the dates and times of the upcoming MAPOR events at any time, please visit: www.mapor.org/events/calendar/
- Read further about Executive Council's work through our publicly available Executive Council monthly meeting minutes: www.mapor.org/officers/minutes/.
- Any ideas, comments, questions, or concerns about MAPOR? Please email: president@mapor.org.

Schober (Professor of Psychology and Vice Provost for Research at The New School) has presented a webinar on the use of text messaging during recruitment and data collection. Additionally, we have refreshed the MAPOR logo and the appearance of our communication platforms (such as our website, newsletter, and social media pages).

So what is next for this year? Your MAPOR Executive Council has been hard at work to bring you several networking and educational opportunities. I am thrilled to announce that MAPOR is venturing out from its historical base in Chicago and hosting a networking mixer on March 25 at Ann Arbor, Michigan. We aim to bring together the network of scholars and practitioners in and around Ann Arbor. I would like to personally invite all MAPOR members (and those looking to learn more about MAPOR) in the Ann Arbor area to join us for this networking mixer. For more information about this event, please see page 5 in the newsletter. If you would like MAPOR to host a networking event in your area, please feel free to reach out to me at president@mapor.org. Also, please mark your calendars for an upcoming MAPOR webinar by Trent Buskirk and Antje Kirchner on April 17 from 12 to 1pm (CST). In this webinar, Trent and Antje will talk about Machine Learning Methods and their uses for Survey and Social Science Researchers during design, collection, and analysis of social science data. Stay tuned for the MAPOR announcements on how to register to this webinar and detailed information on this webinar through our communication platforms such as MAPORnet, social media, emails to members.

I am also happy to report that your MAPOR Executive Council has been making progress in preparing for the Chapter Events at the 2019 AAPOR Annual Conference. Please keep an eye out for the two Chapter Events to network with your MAPOR colleagues and to meet with other AAPOR chapters. The first event is AAPOR's official New Member/All Chapter Welcome Mixer and Chef Tasting Party. This event will take place on May 16 from 6:30 to 9:00pm at the conference hotel (Sheraton Centre Toronto, Ontario, Canada). The second event is an unofficial All Chapter Event organized by MAPOR, PAPOR, and SAPOR and sponsored by all AAPOR Chapters. This event will take place on May 17 from 7:00 to 10:30pm at The Fifth Social Club (225 Richmond Street West, Suite 501, Toronto, Ontario). I would like to invite all MAPOR members attending AAPOR to this event. Last but not least, your 2019 Conference Committee is working diligently on the 2019 Annual MAPOR Conference. Please see 2019 MAPOR Conference Chair Dana Garbarski's column for more information (including speakers and the conference theme) on our upcoming annual conference. If you would like

information about the dates and times of the upcoming MAPOR events at any time, please visit www.mapor.org/events/calendar/ on the MAPOR website.

General MAPOR Updates: As of March 2019, MAPOR has 351 members, 99 (28.2%) of these are student members. MAPOR has retained a consistent membership base for some time. I am also pleased to report that our student membership counts have been steady over the years attributable to the student-friendly nature of our organization. Additionally, MAPOR has achieved financial stability throughout the years due to the consistent support from our generous sponsors, webinars, and annual conference attendance. As of March 2019, we have \$19,000 in our checking and \$45,091 in our savings accounts (Total Reserves = \$64,091). Our financial health enables us to make organizational improvements and to bring networking and educational opportunities to our members.

Accordingly, new and exciting organizational improvements are in motion. One of the organizational improvements we plan to implement this year is the upgrade of our inventory—including but not limited to step & repeat and retractable banners, tablecloth, and giveaways—with the new MAPOR logo. Another organizational improvement is the MAPOR Fellows Student Paper Awards amount increase. At the January Executive Council Meeting, the Council approved a motion to increase the award amount from \$200 to \$500 for each of the two winning student papers.

I am also pleased to announce that we negotiated and signed an additional three-year (2020 - 2022) contract with the Embassy Suites Downtown Chicago, providing the organization with an annual conference home at a very reasonable and sustainable cost. This was an easy decision for us – The vast majority (93%) of our members who responded to the annual MAPOR membership survey favored extending the conference hotel contract. Additionally, after receiving proposals from a few Chicago downtown hotels, the Embassy Suites once again provided us the most reasonable proposal. Lastly, we are in the process of reviewing the results of the annual MAPOR membership survey. Please see MAPOR Secretary-Treasurer Kevin Ulrich's column for more information on the membership survey. We are also collectively working on creating MAPOR Mission and Vision Statements this year. Stay tuned for more information on these and further ongoing developments.

This column provided several selected highlights from me but I would like to invite you to read further about Executive Council's work through our publicly available Executive Council monthly meeting minutes posted on the MAPOR website: www.mapor.org/officers/minutes/. Last of all, if you have any ideas, comments, questions, or concerns about MAPOR, please do not hesitate to reach out to me at president@mapor.org or at bilgen-ipek@norc.org.

Conference Planning Highlights:

- The 44th Annual Conference Planning is underway! Save the date: November 22nd & 23rd, 2019, Embassy Suites, Downtown Chicago.
- Theme: “Where Methods and Substance Meet: Reflecting the Present and Shaping the Future of Public Opinion and Survey Research”
- Keynote Speaker: Barbara Anderson, University of Michigan
- Short Course (Survey Weighting) will be offered by Brady West, University of Michigan
- The call for abstracts will go out this summer, so keep a lookout on MAPORnet and MAPOR.org!
- Any suggestions for what you’d like to see at MAPOR 2019? Email dgarbarski@luc.edu

Conference Corner 2019

MAPOR 2019 Conference Chair’s Column
Dana Garbarski, Loyola University Chicago

As your 2019 Conference Chair, I am pleased to be able to update you on current preparations for the 44rd Annual MAPOR Conference on November 22nd and 23rd 2019 at the Embassy Suites Downtown Chicago (600 N. State Street). The theme of the 2019 conference is “Where Methods and Substance Meet: Reflecting the Present and Shaping the Future of Public Opinion and Survey Research,” extending the strengths of the MAPOR community in our methodological and substantive research interests and focusing on their intersection—how they shape and are shaped by each other. Please stay tuned for announcements related to abstract submissions later in the spring via email, social media, and at www.mapor.org.

We can also announce the key speaking roles that have been filled for the 2019 conference. Our keynote speaker will be Barbara Anderson, Ronald A. Freedman Collegiate Professor of Sociology and Population Studies at University of Michigan and former member and chair of the Census Scientific Advisory Committee, who will speak about the past, present, and future of the US Census—timely and relevant as we approach 2020. The short course will be on survey weighting and given by Brady West, Research Associate Professor at the Survey Research Center in the Institute for Social Research at University of Michigan. Finally, our pedagogy hour will be on the measurement of sexual orientation and gender identity in surveys and given by Justine Bulgar-Medina, Research Scientist at NORC at the University of Chicago. MAPOR is fortunate to be able to have such a talented group contribute to our upcoming conference!

The members of the Conference Support Committee along with Associate Conference Chair Sara Walsh and myself are in the process of considering what to maintain and what changes to make to this year’s conference. While the 2018 MAPOR conference was a major success with respect to attendance and overall satisfaction, we are using the 2018 Membership Survey among other resources to consider tweaks to the program, accommodations, and facilities for the best possible 2019 experience. If you have any additional suggestions or feedback I would be happy to hear from you directly at dgarbarski@luc.edu.

Upcoming MAPOR Events

MAPOR WINTER MIXER

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RSVP: <https://www.paperlesspost.com/flyer/go/kadQwLXSWQm1KVSLRley0>

MAPOR SPRING WEBINAR



Join us April 17th @ noon for our Spring Webinar with Trent Buskirk and Antje Kirchner!

RSVP: <http://www.mapor.org/webinars/webinar-registration/>

2018 Member and Conference Survey Update

Kevin Ulrich, MAPOR Secretary - Treasurer

The Executive Council made several adjustments concerning the implementation of the 2018 survey. Firstly, council members conducted a review of the previous year's survey and removed questions they felt were not actionable or particularly insightful. The overall result was a greatly reduced survey compared to previous years. However, a few new questions were added to reflect inquiries from members and to gauge outcomes from the 2018 conference. For example, we asked members for their input on how MAPOR should utilize its existing funds. We also asked how they would like to structure future conferences, given the record number of submissions received in 2018. Other questions gathered member feedback on the continuation of informal mixers, the timing of the annual conference, and ideas for future MAPOR webinars.

The second change was the timing of the survey. This year's Conference and Member Survey was distributed immediately after the close of the 2018 conference. Although this coincided with Thanksgiving week and the beginning of the end-of-year holiday season, we wanted to survey members as soon as possible, rather than postponing. This decision was guided by the principle that the recollection of conference attendees would be more accurate the sooner they were surveyed, thus increasing the amount of detail they could provide.

We received 165 responses to the survey (AAPOR RR2 = 34.3%), which was a slight decrease from an average of 174 responses to the past 5 surveys. Of those who responded, 71.5% (n = 118) were regular or honorary life members, 21.8% (n = 36) were student members, and 6.7% (n = 11) indicated they were non-members. Of those who completed the survey, 69.7% (n = 115) had attended the conference, whereas 30.3% (n = 50) did not attend the conference. We greatly value the feedback we received and appreciate the time members took to complete the survey. A summary of the results will be available to members within the next few weeks.

MAPOR 2018 Recap

- We accepted 108 submissions as papers or briefs, 14 posters, and 3 panels
- The popular “Interview-Respondent-Interaction Workgroup” returned for a fourth year
- Our panel on “Women and Leadership in Public Opinion and Survey Research” has received considerable attention and praise during and since the conference.
- Our networking lunch returned for a fifth year in a new central location, contributing to informal small-group discussion.
- We had new organized activities for students including a Thursday evening dinner/happy hour, and a Saturday Lunch, led by student liaison Colleen McClain.

Recapping the MAPOR 2018 Conference

Embracing a Diverse Future in Public Opinion Research

Ned English, Vice President/President-Elect and 2018 Conference Chair

Happy New Year, Everyone! It may seem like a long time ago, but the 43rd Annual MAPOR Conference was November 16th and 17th at the Embassy Suites Downtown Chicago. If you attended you may not be surprised to hear that the 2018 conference likely was the largest MAPOR conference overall, with 240 attendees across 46 institutions. 83 of our attendees were students, representing 35% of the total and thus a substantial share. Other items of note include:

Consistent with recent years we had featured events including the Pedagogy Hour, Key Note Address, and Short Course. Dr. Colm O’Muircheartaigh from the Harris School of Public Policy Research at the University of Chicago and NORC at the University of Chicago was our 2018 MAPOR Conference Pedagogy Hour Speaker, presenting “Practicing Survey Nonresponse”. Our 2018 Keynote Speaker was Jennifer Agiesta, Director of Polling and Election Analytics at CNN, who described current challenges in political polls and surveys in general. Finally, the 2018 Short Course Instructor, Dr. Stephanie Eckman from RTI International, taught on the relevant theme of location data in surveys.

We offer sincere congratulations to John Loft of RTI International who was named our new 2018 MAPOR Fellow for having made significant contributions to MAPOR during his career. Similarly, congratulations to our two student paper award winners, Ali Rafei and Beyza Buyuker. Ali Rafei of the University of Michigan was presented the Allan McCutcheon Award for Best Methodology Paper, while Beyza Buyuker from the University of Illinois-Chicago was presented the Doris A. Graber Award for Best Public Opinion Paper.

For the 2018 conference, MAPOR council had sought to make incremental improvements acknowledging the challenges of accommodating a record number of submissions in a fixed space. For example, we introduced color signs in 2018 to provide additional benefit for our sponsors. We also had a new emphasis on student engagement which we would like to maintain and will hopefully pay future dividends to MAPOR. Thanks to our generous sponsors raised nearly \$18,000 from 20 sponsors, which provides flexibility for conference improvements and student engagement without raising fees. Lastly, presentations from the 2018 conference are now available on the MAPOR website at the “View the Presentations” button at <http://www.mapor.org/2018-annual-conference/>. On behalf of your 2018 Conference Chair (Ned English) and your conference committee (Dana Garbarski, Colleen McClain, Sara Walsh, and Patrick Hsieh), we thank you for the opportunity to serve MAPOR.

MAPOR Student & Early Career Corner

Colleen McClain, Student Liaison

Students and early career researchers are key to the MAPOR community! We welcome all new and returning members to join us at the annual conference as well as at events throughout the year. Building from student feedback in previous years, we increased student engagement (and officially included early career researchers for the first time) at our 2018 conference, hosting a happy hour prior to the start of the conference and continuing our tradition of a student/early career off-site lunch at Quartino on Saturday afternoon. We were pleased to have a sizable turnout at both events, including many first-time attendees. The Friday conference lunch, poster session and book raffle, short course, and Interviewer-Respondent interaction working group provided additional opportunities for students and early career members to network with others in the MAPOR community. The conference provides an invaluable opportunity to receive feedback on your work in a supportive and constructive environment, and as always we had a significant student presence at this year's conference. We were especially pleased to congratulate Ali Rafei and Beyza Ekin Buyuker as the winners of the 2018 Student Paper Awards.

Moving forward, we hope to increase opportunities for students and early career researchers to meet each other, network with “established” members of the MAPOR community, and get feedback on their work as well as advice on job opportunities. Our recent member survey provided insightful suggestions, but if you missed the chance to make your voice heard please do not hesitate to contact student liaison Colleen McClain

(camcclai@umich.edu).

(And if you're interested in becoming the next student liaison or helping to increase student and early career engagement, please get in touch with any member of the executive council as well!)

Looking to get involved with MAPOR going forward? If you are in the Ann Arbor area, don't miss our networking mixer on March 25 from

5:30-7:00pm at Jolly Pumpkin. Stay tuned for opportunities to meet other students and early career researchers at the AAPOR conference in May, and for our 2019 call for papers! We look forward to meeting you and welcoming you as part of the MAPOR community.

Photo: MAPOR Student/Early-Career Lunch 2018



MAPOR EXECUTIVE COUNCIL



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MAPOR acknowledges and thanks the following organizations for sponsoring MAPOR this year.

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